

REBRANDING CHECKLIST

If you have just finished your logo redesign / rebranding process, you can use this checklist to make sure you update your logo effectively and efficiently across your whole organisation:

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| <input type="checkbox"/> Brand guidelines | <input type="checkbox"/> Email footers | <input type="checkbox"/> Business cards |
| <input type="checkbox"/> All brand assets on shared drives | <input type="checkbox"/> Screensavers | <input type="checkbox"/> Continuation page |
| <input type="checkbox"/> Exhibition stands | <input type="checkbox"/> Software applications | <input type="checkbox"/> Memo |
| <input type="checkbox"/> Merchandise/gifts | <input type="checkbox"/> Intranet | <input type="checkbox"/> Templates/forms/personnel/IT |
| <input type="checkbox"/> Media (press releases/packs) | <input type="checkbox"/> Mobile apps | <input type="checkbox"/> Invoices |
| <input type="checkbox"/> Brochures | <input type="checkbox"/> Human Resources | <input type="checkbox"/> Company fact sheets/overviews |
| <input type="checkbox"/> Annual reports | <input type="checkbox"/> Expense claim forms | <input type="checkbox"/> Internal manuals and user guides |
| <input type="checkbox"/> Prospectus | <input type="checkbox"/> Payslips and group certificates | <input type="checkbox"/> Client reviews |
| <input type="checkbox"/> Posters | <input type="checkbox"/> Induction program materials | <input type="checkbox"/> Uniform |
| <input type="checkbox"/> Newsletters | <input type="checkbox"/> Recruitment agency briefs | <input type="checkbox"/> Staff Training packs |
| <input type="checkbox"/> Advertising creative (print/TV/radio/outdoor) | <input type="checkbox"/> Internal communication tools | <input type="checkbox"/> Staff Entrance cards / fobs |
| <input type="checkbox"/> Email templates | <input type="checkbox"/> Employee contracts and letters | |
| <input type="checkbox"/> Social media profiles | <input type="checkbox"/> Facilities/Signage | |
| <input type="checkbox"/> Videos | <input type="checkbox"/> Internet and telephone listings | |
| <input type="checkbox"/> Sponsorship collateral | <input type="checkbox"/> Internal and external banners & signage | |
| <input type="checkbox"/> Company registration | <input type="checkbox"/> Stationery | |
| <input type="checkbox"/> Agreements / Contracts | <input type="checkbox"/> Templates | |
| <input type="checkbox"/> IT Systems and Applications | <input type="checkbox"/> Report covers | |
| <input type="checkbox"/> Website (desktop and mobile) | <input type="checkbox"/> With compliments slips | |
| <input type="checkbox"/> Domain names | <input type="checkbox"/> Letterhead and envelopes | |
| <input type="checkbox"/> SLA's | | |

Additional Items:

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